

## Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 RSC-01 /019 W

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R 201804Z DEC 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5319

UNCLAS MEXICO 10628

E.O. 11652: N/A

TAGS: BEXP, BFOL, MX

SUBJ: IDENTIFICATION OF PROMOTIONAL EVENTS AND ACTIVITIES FOR  
THE FOOD PROCESSING AND PACKAGING EQUIPMENT GLOBAL MARKET  
SURVEY

REF: STATE 277803, STATE A-6315

THE EMBASSY HAS CHECKED WITH VARIETY OF INFORMED SOURCES IN FPP  
FIELD AND, TO THE BEST OF OUR KNOWLEDGE, NO RPT NO PROMOTIONAL  
EVENTS IN SUBJECT INDUSTRY ARE PRESENTLY SCHEDULED IN MEXICO  
FOR CY 1975-1976. THE INTITUTO MEXICANO DE ENVASE Y EMBALAJE,  
HOMERO 1425-602, POLANCO, MEXICO 5, D.F., A SEMI-AUTONOMOUS  
GOVERNMENT AGENCY CHARGED WITH IMPROVING PACKAGING, IS PLANNING  
TO HOLD A FOOD PACKAGING SEMINAR IN 1975 AND ANOTHER IN 1976  
IN WHICH US PARTICIPANTS WOULD BE WELCOMED BUT NO DEFINITED  
DATES HAVE BEEN SET. THE U.S. TRADE CENTER HELD A FPP EXHIBITION  
ON MAY 13-17, 1974 AND HAS ANOTHER SCHEDULED FOR MAY 17-21,  
1976 AT WHICH US COMPANIES WILL EXHIBIT THEIR PRODUCTS.

PROBLEM OF ORGANIZING MAJOR PROMOTIONAL EVENTS IN MEXICO IN  
FPP INDUSTRY IS ABSENCE OF SINGLE UNIFYING ORGANIZATION. ON  
THE CONTRARY, FPP FIRMS BELONG TO FIFTEEN SEPARATE INDUSTRIAL  
CHAMBERS AND ASSOCIATIONS:

CAMARA NACIONAL DE LA INDUSTRIA DE TRANSFORMACION  
CAMARA NACIONAL DE LA INDUSTRIA PURIFICADORA Y SIMILARES  
ASOCIACION DE TECNICOS EN ALIMENTOS DE MEXICO  
ASOCIACION NACIONAL DE INDUSTRIALES DE ACEITES Y MANTECAS  
COMESTIBLES  
ASOCIACION NACIONAL DE AGUAS ENVASADAS

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ASOCIACION NACIONAL DE FABRICANTES Y EMPACADORES DE CARNES

FRIAS  
ASOCIACION NACIONAL DE FABRICANTES DE CHOCOLATES, DULCES Y  
SIMILARES  
ASOCIACION NACIONAL DE PRODUCTORES DE LECHE PURA  
ASOCIACION NACIONAL DE VITIVINICULTORES  
CAMARA DE LA INDUSTRIA HARINERA DE LA ZONA CENTRO  
CAMARA DE LA INDUSTRIA DE ACEITES Y GRASAS COMESTIBLES  
CAMARA DE PRODUCTOS ALIMENTICIOS ELABORADOS CON LECHE  
CAMARA NACIONAL DE LA INDUSTRIA AZUCARERA Y ALCOHOLERA  
UNION NACIONAL DE PRODUCTORES DE AZUCAR  
ASOCIACION NACIONAL DE FABRICANTES DE CAJAS Y EMPAQUES DE CARTON

IT IS VERY UNUSUAL FOR EVENTS TO BE SCHEDULED IN MEXICO WITH  
MORE THAN SIX MONTHS LEAD TIME. THEREFORE, ANY ONE OF LISTED  
GROUPINGS COULD CONCEIVABLY DECIDE TO HOLD A PROMOTIONAL EVENT,  
SEMINAR OR CONFERENCE ON SHORT NOTICE WITHIN GIVEN TIME FRAME.  
EMBASSY WILL REPORT ANY SUCH ACTIVITIES AS FAR IN  
ADVANCE AS POSSIBLE, ALTHOUGH SUBSEQUENT TO PUBLICATION DEADLINE  
FOR "GLOBAL MARKET SURVEY".  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Disposition Approved on Date:**  
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